Listing of Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended) A system for inserting commands into a digital programming signal comprising:

a digital ad server which generates ad content and at least one message having an attached command, the message being separate from generated ad content; and

a digital splicer which receives the message from the ad server, extracts the attached command and splices the command into a digital transport stream including program content, the command being inserted separately from the program content in the digital transport stream.

2. (Original) The system of claim 1, wherein the message further comprises a message which is in a DVS380 compliant format.

3. (Original) The system of claim 2, wherein the DVS380 compliant message includes at least one descriptor.

4. (Original) The system of claim 3, wherein the DVS380 message further comprises a DVS380 splice request message.

5. (Original) The system of claim 4, wherein the descriptor includes at least one field for inserting a command instruction.

6. (Original) The system of claim 5, wherein the descriptor includes at least one field for specifying a time difference from a reference time at which to insert the command into a digital transport stream.

7. (Previously Presented) The system of claim 1, wherein the digital ad server generates at least one message having more than one commands.

8. (Original) The system of claim 1, wherein the message further comprises a delta time indication from a pre-determined reference and the digital splicer splices the command into a digital transport stream based upon a calculation of the delta time with the reference and the current time.

9. (Original) The system of claim 1, wherein the command is spliced into the digital transport stream on a frame accurate basis.

10. (Original) The system of claim 1, wherein the message is in the DVS380 standardized message format and the command is provided in a descriptor field.